

ABSTRACT

In order to provide a customer information control system that allows a manufacturer fabricating network home appliances to perform accurate management of customer information, usage function information, and the like in the usage of a network home appliance, the customer management system according to the present invention is constructed from a management apparatus 210 and a network home appliance 200 connected to each other via the Internet 110. The network home appliance 200 comprises: an IC card reading unit 201 operable to read customer information recorded in an IC card; a transmission record preparing unit 202 operable to prepare a transmission record; a transmission record transmitting unit 203 operable to transmit the transmission record to the management apparatus 210; and a merchandise manufacturing number recording unit 204. The management apparatus 210 comprises: a database updating unit 214 operable to automatically update data recorded in a database; a data analysis unit 215 operable to analyze data by using information recorded in the received transmission record; and a customer database 217, a merchandise database 218, a utilization information database 219, and the like.